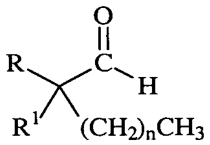
WHAT IS CLAIMED IS:

1. A fragrance raw material having the formula:



wherein R and R^1 are each independently:

a) C_1-C_{10} substituted or unsubstituted linear alkyl;
b) C_3-C_{15} substituted or unsubstituted branched alkyl;
c) C_2-C_{15} substituted or unsubstituted linear alkenyl;
d) C_3-C_{15} substituted or unsubstituted branched alkenyl;
e) C_3-C_{15} substituted or unsubstituted cycloalkyl;
f) C_4-C_{15} substituted or unsubstituted branched cycloalkyl;
g) C_4-C_{15} substituted or unsubstituted cycloalkenyl;
h) C_5-C_{15} substituted or unsubstituted branched cycloalkenyl;
i) C_6-C_{15} substituted or unsubstituted aryl;
j) C_7-C_{22} substituted or unsubstituted alkylenearyl;
k) C_7-C_{22} substituted or unsubstituted arylenealkyl;
l) C_6-C_{22} substituted or unsubstituted heterocyclicalkyl;
m) C_6-C_{22} substituted or unsubstituted heterocyclicalkenyl;
n) hydroxyl;
o) nitrilo;
p) a carbonyl comprising unit having the formula:

$$—(CH_2)_xCOR^2$$

wherein R^2 is:

i) -OH;
ii) $-OR^3$ wherein R^3 is hydrogen, C_1-C_{15} substituted or unsubstituted linear alkyl, C_1-C_{15} substituted or unsubstituted branched alkyl, C_2-C_{22} substituted or unsubstituted linear alkenyl, C_3-C_{22} substituted or unsubstituted branched alkenyl, or mixtures thereof;

iii) -N(R^4)$_2$ wherein R^4 is hydrogen, C_1-C_6 substituted or unsubstituted linear alkyl, C_3-C_6 substituted or unsubstituted branched alkyl, or mixtures thereof;
iv) C_1-C_{22} substituted or unsubstituted linear alkyl;
v) C_1-C_{22} substituted or unsubstituted branched alkyl;
vi) C_2-C_{22} substituted or unsubstituted linear alkenyl;
vii) C_3-C_{22} substituted or unsubstituted branched alkenyl;
viii) C_3-C_{22} substituted or unsubstituted cycloalkyl;
ix) C_6-C_{22} substituted or unsubstituted aryl;
x) C_6-C_{22} substituted or unsubstituted heterocyclicalkyl;
xi) C_6-C_{22} substituted or unsubstituted heterocyclicalkenyl;

the index x is from 0 to 22;

q) alkyleneoxy units having the formula:

$$-(CR^5R^6)_y(CHR^7CHR^8O)_zR^9$$

wherein each R^5, R^6, and R^7 is independently;
i) hydrogen;
ii) -OH;
iii) C_1-C_4 alkyl;
iv) or mixtures thereof;

R^8 is:
i) hydrogen;
ii) C_1-C_4 alkyl;
iii) or mixtures thereof;

R^9 is:
i) hydrogen;
ii) C_1-C_4 alkyl;
iii) or mixtures thereof;

R^5 and R^6 can be taken together to form a C_3-C_6 spiroannulated ring, carbonyl unit, or mixtures thereof; y has the value from 0 to 10, z has the value from 1 to 50;

r) R and R^1 can be taken together to form:
i) a C_3-C_6 substituted or unsubstituted spiroannulated ring;

ii) a substituted or unsubstituted non-aromatic ring comprising from 5 to 7 atoms in the ring;

iii) a substituted or unsubstituted non-aromatic heterocyclic ring comprising from 5 to 7 atoms in the ring;

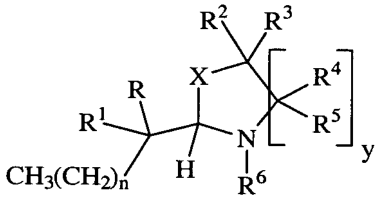
iv) a substituted or unsubstituted fused ring system comprising from 5 to 20 atoms; and

n is 0 or 1.

2. A fragrance delivery system comprising:

A) from about 1% by weight, of a pro-fragrance component, said pro-fragrance component comprising:

i) at least 1% by weight, of an □-tertiary carbon comprising aldehyde releasing pro-fragrance component having the formula:



wherein X is oxygen or sulfur, n is 0 or 1, R and R^1 are each independently:

a) C_1-C_{10} substituted or unsubstituted linear alkyl;

b) C_3-C_{15} substituted or unsubstituted branched alkyl;

c) C_2-C_{15} substituted or unsubstituted linear alkenyl;

d) C_3-C_{15} substituted or unsubstituted branched alkenyl;

e) C_3-C_{15} substituted or unsubstituted cycloalkyl;

f) C_4-C_{15} substituted or unsubstituted branched cycloalkyl;

g) C_4-C_{15} substituted or unsubstituted cycloalkenyl;

h) C_5-C_{15} substituted or unsubstituted branched cycloalkenyl;

i) C_6-C_{15} substituted or unsubstituted aryl;

j) C_7-C_{22} substituted or unsubstituted alkylenearyl;

k) C_7-C_{22} substituted or unsubstituted arylenealkyl;

l) C_6-C_{22} substituted or unsubstituted heterocyclicalkyl;

m) C_6-C_{22} substituted or unsubstituted heterocyclicalkenyl;

n) hydroxyl;

o) nitrilo;

p) a carbonyl comprising unit having the formula:

$$—(CH_2)_xCOR^2$$

wherein R^2 is:

- i) -OH;
- ii) $-OR^3$ wherein R^3 is hydrogen, C_1-C_{15} substituted or unsubstituted linear alkyl, C_1-C_{15} substituted or unsubstituted branched alkyl, C_2-C_{22} substituted or unsubstituted linear alkenyl, C_3-C_{22} substituted or unsubstituted branched alkenyl, or mixtures thereof;
- iii) $-N(R^4)_2$ wherein R^4 is hydrogen, C_1-C_6 substituted or unsubstituted linear alkyl, C_3-C_6 substituted or unsubstituted branched alkyl, or mixtures thereof;
- iv) C_1-C_{22} substituted or unsubstituted linear alkyl;
- v) C_1-C_{22} substituted or unsubstituted branched alkyl;
- vi) C_2-C_{22} substituted or unsubstituted linear alkenyl;
- vii) C_3-C_{22} substituted or unsubstituted branched alkenyl;
- viii) C_3-C_{22} substituted or unsubstituted cycloalkyl;
- ix) C_6-C_{22} substituted or unsubstituted aryl;
- x) C_6-C_{22} substituted or unsubstituted heterocyclicalkyl;
- xi) C_6-C_{22} substituted or unsubstituted heterocyclicalkenyl;

the index x is from 0 to 22;

q) alkyleneoxy units having the formula:

$$—(CR^5R^6)_y(CHR^7CHR^8O)_zR^9$$

wherein each R^5, R^6, and R^7 is independently;

- i) hydrogen;
- ii) -OH;
- iii) C_1-C_4 alkyl;
- iv) or mixtures thereof;

R^8 is:

- i) hydrogen;
- ii) C_1-C_4 alkyl;

iii) or mixtures thereof;

R^9 is:

i) hydrogen;

ii) C_1-C_4 alkyl;

iii) or mixtures thereof;

R^5 and R^6 can be taken together to form a C_3-C_6 spiroannulated ring, carbonyl unit, or mixtures thereof; y has the value from 0 to 10, z has the value from 1 to 50;

r) R and R^1 can be taken together to form:

i) a C_3-C_6 substituted or unsubstituted spiroannulated ring;

ii) a substituted or unsubstituted non-aromatic ring comprising from 5 to 7 atoms in the ring;

iii) a substituted or unsubstituted non-aromatic heterocyclic ring comprising from 5 to 7 atoms in the ring;

each R^2, R^3, R^6 and each R^4 and R^5 pair are independently:

a) hydrogen;

b) R;

c) hydroxyl;

d) a carbonyl comprising unit having the formula:

$$—(CH_2)_xCOR^7$$

wherein R^7 is:

i) -OH, in the case of carboxylic acids;

ii) $-OR^8$ wherein R^8 is C_1-C_{15} substituted or unsubstituted branched alkyl; C_2-C_{22} substituted or unsubstituted linear alkenyl; C_3-C_{22} substituted or unsubstituted branched alkenyl, or mixtures thereof;

iii) $-N(R^9)_2$ wherein each R^9 is independently hydrogen; C_1-C_{15} substituted or unsubstituted linear alkyl; C_3-C_{15} substituted or unsubstituted branched alkyl; or mixtures thereof;

iv) C_1-C_{22} substituted or unsubstituted linear alkyl;

v) C_1-C_{22} substituted or unsubstituted branched alkyl;

vi) C_2-C_{22} substituted or unsubstituted linear alkenyl;

vii) C_3-C_{22} substituted or unsubstituted branched alkenyl;
viii) C_5-C_{22} substituted or unsubstituted cycloalkyl;
ix) C_6-C_{22} substituted or unsubstituted aryl;
x) C_6-C_{22} substituted or unsubstituted heterocyclicalkyl;
xi) C_6-C_{22} substituted or unsubstituted heterocyclicalkenyl;

the index x is from 0 to 22;

e) alkyleneoxy units having the formula:

$$—(CR^{10}R^{11})_y(CHR^{12}CHR^{13}O)_zR^{14}$$

wherein each R^{10}, R^{11}, and R^{12} is independently;
i) hydrogen;
ii) -OH;
iii) C_1-C_4 alkyl;
iv) or mixtures thereof;

R^{13} is:
i) hydrogen;
ii) C_1-C_4 alkyl;
iii) or mixtures thereof;

R^{14} is:
i) hydrogen;
ii) C_1-C_4 alkyl;
iii) or mixtures thereof;

R^{10} and R^{11} can be taken together to form a C_3-C_6 spiroannulated ring, carbonyl unit, or mixtures thereof; y has the value from 0 to 10, z has the value from 1 to 50;

f) any two R^2, R^3, R^4, R^5, or R^6 units can be taken together to form:
i) a carbonyl moiety;
ii) a C_3-C_6 spiroannulated ring;
iii) a heterocyclic aromatic ring comprising from 5 to 7 atoms;
iv) a non-heterocyclic aromatic ring comprising from 5 to 7 atoms;
v) a heterocyclic ring comprising from 5 to 7 atoms;

vi) a non-heterocyclic ring comprising from 5 to 7 atoms;

vii) or mixtures thereof;

g) and mixtures thereof;

the index y is an integer from 1 to 3;

ii) optionally at least 1% by weight, of one or more pro-accords formed from at least one fragrance raw material, wherein said pro-accord is selected from the group consisting of acetals, ketals, orthoesters, orthocarbonates, and mixtures thereof, each pro-accord releasing upon hydrolysis said fragrance raw material from which it is formed, said fragrance raw materials selected from the group consisting of primary, secondary, and tertiary alcohols, aldehydes, ketones, esters, carbonates, and mixtures thereof, provided each pro-accord:

a) is formed from at least one fragrance raw material having a molecular weight greater than or equal to about 100 g/mol;

b) has a fragrance release half-life of greater than or equal to about 0.1 hours at pH 5.3 and less than or equal to about 12 hours at pH 2.5 when measured in NaH_2PO_4 buffer;

iii) the balance carriers, stabilizers, and other adjunct ingredients; and

B) optionally from about 1% by weight, a fragrance raw material component comprising:

i) optionally at least 1% by weight, of a mixture of one or more base note fragrances;

ii) optionally at least 1% by weight, of a mixture of one or more top or middle note fragrances;

iii) optionally at least 1% by weight, of an α -tertiary carbon comprising aldehyde;

iv) optionally the balance carriers, fixatives, and other adjunct ingredients.

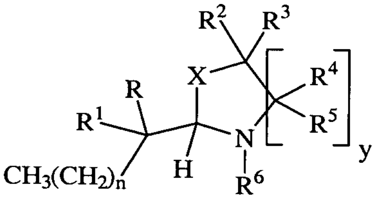
3. A system according to Claim 2 comprising at least one pro-accord selected from the group consisting of tris-geranyl orthoformate, tris(*cis*-3-hexen-1-yl) orthoformate, tris(phenylethyl) orthoformate, bis(citronellyl) ethyl orthoacetate, tris(citronellyl) orthoformate, tris(*cis*-6-nonenyl) orthoformate, tris(phenoxyethyl) orthoformate, tris(geranyl, neryl) orthoformate (70:30 geranyl:neryl), tris(9-decenyl) orthoformate,

tris(3-methyl-5-phenylpentanyl) orthoformate, tris(6-methylheptan-2-yl) orthoformate, tris([4-(2,2,6-trimethyl-2-cyclohexen-1-yl)-3-buten-2-yl] orthoformate, tris[3-methyl-5-(2,2,3-trimethyl-3-cyclopenten-1-yl)-4-penten-2-yl] orthoformate, trismenthyl orthoformate, tris(4-isopropylcyclo-hexylethyl-2-yl) orthoformate, tris-(6,8-dimethylnonan-2-yl) orthoformate, tris-phenylethyl orthoacetate, tris(*cis*-3-hexen-1-yl) orthoacetate, tris(*cis*-6-nonenyl) orthoacetate, tris-citronellyl orthoacetate, bis(geranyl) benzyl orthoacetate, tris(geranyl) orthoacetate, tris(4-isopropylcyclohexylmethyl) orthoacetate, tris(benzyl) orthoacetate, tris(2,6-dimethyl-5-heptenyl) orthoacetate, bis(*cis*-3-hexen-1-yl) amyl orthoacetate, and neryl citronellyl ethyl orthobutyrate.

4. A perfume or fine fragrance comprising:

   A) from about 1% by weight, of a pro-fragrance delivery system, said pro-fragrance delivery system comprising:

      i) at least 1% by weight, of an α -tertiary carbon comprising aldehyde releasing pro-fragrance component having the formula:



wherein X is oxygen or sulfur, n is 0 or 1, R and R^1 are each independently:

- a) C_1-C_{10} substituted or unsubstituted linear alkyl;
- b) C_3-C_{15} substituted or unsubstituted branched alkyl;
- c) C_2-C_{15} substituted or unsubstituted linear alkenyl;
- d) C_3-C_{15} substituted or unsubstituted branched alkenyl;
- e) C_3-C_{15} substituted or unsubstituted cycloalkyl;
- f) C_4-C_{15} substituted or unsubstituted branched cycloalkyl;
- g) C_4-C_{15} substituted or unsubstituted cycloalkenyl;
- h) C_5-C_{15} substituted or unsubstituted branched cycloalkenyl;
- i) C_6-C_{15} substituted or unsubstituted aryl;
- j) C_7-C_{22} substituted or unsubstituted alkylenearyl;
- k) C_7-C_{22} substituted or unsubstituted arylenealkyl;
- l) C_6-C_{22} substituted or unsubstituted heterocyclicalkyl;

m) C_6-C_{22} substituted or unsubstituted heterocyclicalkenyl;

n) hydroxyl;

o) nitrilo;

p) a carbonyl comprising unit having the formula:

$$—(CH_2)_xCOR^2$$

wherein R^2 is:

i) -OH;

ii) $-OR^3$ wherein R^3 is hydrogen, C_1-C_{15} substituted or unsubstituted linear alkyl, C_1-C_{15} substituted or unsubstituted branched alkyl, C_2-C_{22} substituted or unsubstituted linear alkenyl, C_3-C_{22} substituted or unsubstituted branched alkenyl, or mixtures thereof;

iii) $-N(R^4)_2$ wherein R^4 is hydrogen, C_1-C_6 substituted or unsubstituted linear alkyl, C_3-C_6 substituted or unsubstituted branched alkyl, or mixtures thereof;

iv) C_1-C_{22} substituted or unsubstituted linear alkyl;

v) C_1-C_{22} substituted or unsubstituted branched alkyl;

vi) C_2-C_{22} substituted or unsubstituted linear alkenyl;

vii) C_3-C_{22} substituted or unsubstituted branched alkenyl;

viii) C_3-C_{22} substituted or unsubstituted cycloalkyl;

ix) C_6-C_{22} substituted or unsubstituted aryl;

x) C_6-C_{22} substituted or unsubstituted heterocyclicalkyl;

xi) C_6-C_{22} substituted or unsubstituted heterocyclicalkenyl;

the index x is from 0 to 22;

q) alkyleneoxy units having the formula:

$$—(CR^5R^6)_y(CHR^7CHR^8O)_zR^9$$

wherein each R^5, R^6, and R^7 is independently;

i) hydrogen;

ii) -OH;

iii) C_1-C_4 alkyl;

iv) or mixtures thereof;

R^8 is:

- i) hydrogen;
- ii) C_1-C_4 alkyl;
- iii) or mixtures thereof;

R^9 is:

- i) hydrogen;
- ii) C_1-C_4 alkyl;
- iii) or mixtures thereof;

R^5 and R^6 can be taken together to form a C_3-C_6 spiroannulated ring, carbonyl unit, or mixtures thereof; y has the value from 0 to 10, z has the value from 1 to 50;

r) R and R^1 can be taken together to form:

- i) a C_3-C_6 substituted or unsubstituted spiroannulated ring;
- ii) a substituted or unsubstituted non-aromatic ring comprising from 5 to 7 atoms in the ring;
- iii) a substituted or unsubstituted non-aromatic heterocyclic ring comprising from 5 to 7 atoms in the ring;
- iv) a substituted or unsubstituted fused ring system comprising from 5 to 20 atoms;

each R^2, R^3, R^6 and each R^4 and R^5 pair are independently:

a) hydrogen;

b) R;

c) hydroxyl;

d) a carbonyl comprising unit having the formula:

$$—(CH_2)_xCOR^7$$

wherein R^7 is:

- i) -OH, in the case of carboxylic acids;
- ii) $-OR^8$ wherein R^8 is C_1-C_{15} substituted or unsubstituted branched alkyl; C_2-C_{22} substituted or unsubstituted linear alkenyl; C_3-C_{22} substituted or unsubstituted branched alkenyl, or mixtures thereof;
- iii) $-N(R^9)_2$ wherein each R^9 is independently hydrogen; C_1-C_{15} substituted or unsubstituted linear alkyl; C_3-C_{15}

substituted or unsubstituted branched alkyl; or mixtures thereof;

iv) C_1-C_{22} substituted or unsubstituted linear alkyl;
v) C_1-C_{22} substituted or unsubstituted branched alkyl;
vi) C_2-C_{22} substituted or unsubstituted linear alkenyl;
vii) C_3-C_{22} substituted or unsubstituted branched alkenyl;
viii) C_5-C_{22} substituted or unsubstituted cycloalkyl;
ix) C_6-C_{22} substituted or unsubstituted aryl;
x) C_6-C_{22} substituted or unsubstituted heterocyclicalkyl;
xi) C_6-C_{22} substituted or unsubstituted heterocyclicalkenyl;

the index x is from 0 to 22;

e) alkyleneoxy units having the formula:

$$-(CR^{10}R^{11})_y(CHR^{12}CHR^{13}O)_zR^{14}$$

wherein each R^{10}, R^{11}, and R^{12} is independently;

i) hydrogen;
ii) -OH;
iii) C_1-C_4 alkyl;
iv) or mixtures thereof;

R^{13} is:

i) hydrogen;
ii) C_1-C_4 alkyl;
iii) or mixtures thereof;

R^{14} is:

i) hydrogen;
ii) C_1-C_4 alkyl;
iii) or mixtures thereof;

R^{10} and R^{11} can be taken together to form a C_3-C_6 spiroannulated ring, carbonyl unit, or mixtures thereof; y has the value from 0 to 10, z has the value from 1 to 50;

f) any two R^2, R^3, R^4, R^5, or R^6 units can be taken together to form:

i) a carbonyl moiety;
ii) a C_3-C_6 spiroannulated ring;

            iii) a heterocyclic aromatic ring comprising from 5 to 7 atoms;
            iv) a non-heterocyclic aromatic ring comprising from 5 to 7 atoms;
            v) a heterocyclic ring comprising from 5 to 7 atoms;
            vi) a non-heterocyclic ring comprising from 5 to 7 atoms;
            vii) or mixtures thereof;
        g) and mixtures thereof;

        the index y is an integer from 1 to 3;

    ii) optionally at least 1% by weight, of one or more pro-accords formed from at least one fragrance raw material, wherein said pro-accord is selected from the group consisting of acetals, ketals, orthoesters, orthocarbonates, and mixtures thereof, each pro-accord releasing upon hydrolysis said fragrance raw material from which it is formed, said fragrance raw materials selected from the group consisting of primary, secondary, and tertiary alcohols, aldehydes, ketones, esters, carbonates, and mixtures thereof, provided each pro-accord:
        a) is formed from at least one fragrance raw material having a molecular weight greater than or equal to about 100 g/mol;
        b) has a fragrance release half-life of greater than or equal to about 0.1 hours at pH 5.3 and less than or equal to about 12 hours at pH 2.5 when measured in NaH_2PO_4 buffer;
    iii) the balance carriers, stabilizers, and other adjunct ingredients;

B) from about 1% by weight, a fragrance raw material component comprising one or more fragrance raw material selected from the group consisting of aldehydes, ketones, alcohols, ethers, esters, nitro compounds, cyclic and acyclic hydrocarbyl fragrances, unsaturated hydrocarbyl fragrances, and mixtures thereof; and

C) the balance fixatives, carriers, and adjunct ingredients.